

## **Historic, Archive Document**

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# FLORIBUNDA TYPE OF SUB-ZERO ROSES

These are so named because of their constant and intense bloom. Some of the Sub-Zero Hybrid Teas fully qualify for both classes.

All of true Hybrid Tea form ("Nearly Wild" excepted). Worthy of any Rose bed.

**ANNE VANDERBILT.** Coppery orange; semi-double.

**CURLY PINK.** Large, full, recurved flowers, often in immense clusters; blooms of ideal Hybrid Tea type.

**FREE GOLD.** Spectrum yellow, informal flowers. Very good.

**LAFTER.** Sparkling orange shades and yellow, semi-double in clusters. A welcome note of cheerfulness.

**NEARLY WILD.** Larger than most wild Roses, single flowers in clusters, very colorful and supreme in constancy of bloom. Gives beautiful color all summer to a creeper planting.

**YELLOW CURLS.** Pure yellow, very double, medium in size, elegant in form; some grow 100 blooms on this one.

**RED ROBIN.** A brilliant red Rose of great dependence.

**TOMKINS RED.** Semi-double, very dark red blooms often in clusters. More than 100 blooms.

**PRICES:** Except as noted, \$1.75 each; 3 for \$5.00; \$18.00 per doz. Extra large size plants, all varieties, each 50c and \$1.00 extra. Tree standards topped with any Sub-Zero Hybrid Tea, \$7.50 each.

## Cultural Suggestions

**BED.** Any soil suitable to grow Corn or Potatoes can produce good Roses. Cow manure is the only best fertilizer.

**WHEN TO EXPECT PLANTS.** We favor fall planting. Spring orders are shipped for planting usually before April 15th; fall orders as soon as plants become dormant by three frosts, usually about November first.

**CARE UPON ARRIVAL.** Submerge in pail of thin mud to be planted within two days. If fall arrival is too late for planting, break earth frosted crust, dig hole, remove packaging material, bury tied bundle of plants in clean dirt, run water and mud between branches and roots. Fall planting is not to establish plants before winter but so buried they are in the best possible winter storage. In spring lift and plant as soon as ground is unfrozen, shade plant for ten days with bag, basket or dirt.

**PLANTING INSTRUCTIONS.** Garden earth containing manure, fertilizer, leaves, old or new, or any form of humus, in winter contact with stems will kill the plants. The words "Clean Dirt" herein mean any dirt free from such.

**SPRING PLANTING.** Plant Sub-Zero Hybrid Teas with graft joint 3 inches below bed level and Climbers 4 inches. Preferably in full sunshine. Sub-Zero Hybrid Teas 1½ to 2 feet apart according to size; Climbers and Creepers 3 to 6 feet apart. Make hole shape of inverted pail; fill in center 3 inches high; spread roots; half fill hole with clean, crumbly dirt; pack firmly; add one-half pail of water, damp earth and rain are no substitutes for this watering; hill up plant with clean, loose dirt or cloth, burlap or basket; remove in ten days.

**FALL PLANTING** is not to establish growth of roots or plants, but roots and stems frozen in muddy earth is the best winter storage, to plant when garden is first ready. Follow spring planting suggestions.

**WINTER PROTECTION.** Apply one of the following methods, just before the ground freezes, to insure larger plant in the spring.

No. 1. Tie stems and canes together. Bank up with three sods, grass side inside. This is sufficient if top and edges of sods are sealed with clean dirt.

No. 2. Another protective procedure is to hill up around stems with clean dirt, 6 to 8 inches, tie around plant and over top five layers of newspaper; cover with inverted basket.

No. 3. Where 10 to 15 degrees below zero Fahrenheit, or colder is expected; hill up 8 inches with clean dirt, bank up with sods, grass side outside, seal top and edges with clean dirt.

No. 4. Protection for Climbers. Tie canes together after defoliation, bend to lay on ground, cover with sods as for Hybrid Teas, or with clean dirt and sods in colder areas.

No. 5. "THERMOS" SYSTEM. For protection of tree Sub-Zero Hybrid Tea standards and old unbendable Climber plants where sub-zero is expected, tie snugly to firm support and wrap newspapers over two inches of straw from base to top, repeat this with straw and burlap wrapping twice more. This has protected where same straw and burlap in one wrapping has failed.

No. 6. Tree Standards of all Sub-Zero Hybrid Teas can unprotected survive exposure to around 15 degrees below zero; use "Thermos" system to protect against colder.

**SAVE REPLACEMENT EXPENSE.** Sub-Zero Hybrid Teas require no winter protection. They can survive below ground and live many decades. All Rose wood on Sub-Zero Hybrid Teas and Climbers may, if unprotected, be destroyed by temperatures around 15 degrees below zero or colder. Do not dig up for dead if killed to bed level. Like a Peony from eyes below ground normal plants can grow from live roots, to bloom normally by early Rose time, larger each year even after very low sub-zero. It is estimated that winter mortality of Sub-Zero Hybrid Teas is around 1 per cent where tender Hybrid Teas fail 30 per cent. In sub-zero areas, fall hilling up, or the "thermos" system insures larger plants in the spring, protects against heaving in damp or heavy loam with consequent breaking of roots and destroying plants.

**CULTURAL SUGGESTIONS.** Sandy soil requires more watering. Too much clay gives smaller flowers with less color. Two to three inches of cow manure worked into bed in early spring, or dry horse or cow manure, or proper amount of Vigoro or fertilizer for potatoes, is suitable to add vigor and bloom quantity. Water infrequently and abundantly as needed, especially in the fall

months, for winter resistance. Cultivate with hoe at least monthly. Keep all weeds, grass and other growing things at least two feet away, large shrubbery and trees more distant. Apply "dish water" to soil when available.

**REMARKABLE MIDSUMMER DISPLAY** is easily obtained by stretching sheeting four feet above Rose bed during hot sunny hours, with rings sewed in corners, over nails in tops of removable corner posts, set in pipe holes. Remove when garden is to be enjoyed. Dust or spray thoroughly weekly, water abundantly when needed. Plants, especially trees, should not dry out in the fall.

**DUSTING OR SPRAYING.** Pink Princess, the first and now several other of the Sub-Zero Hybrid Teas are, like most of the Climbers, free from premature defoliation on account of blackspot and require no dusting or spraying; others are more free than the average. Weekly dusting or spraying thoroughly on both sides of leaves and stems, requires but one-half minute per plant, insures performance and more midsummer and fall bloom. Consult your seed store for dependable duster or sprayer. Use "Mike" sulphur and/or Fermate to control fungus; nicotine for sucking insects; arsenate of lead for all chewing things and D.D.T. very lightly to kill Jap beetle, rose bugs and most other insects.

**PRUNING.** Consists in removing all small and unwanted wood. Cut dead wood back to a second good eye. Hard spring pruning produces less and larger flowers. As blooms fade cut back to third eye. Tie Climber canes as they grow horizontal to fan-shaped, no part of cane downward. If Creepers are desired closer to ground, weight down in winter with sticks.

**SPECIAL EXHIBITION DISPLAY, EARTH MIXTURE.** Place six inches of sods two feet below plant, fill up with mixture of one-third one-year-old cow manure, one-third oak leaf mold, and one-third good loam; a little assorted seaweed if available.

**EVERBLOOMING CLIMBERS.** The name universally adopted for this class is not appropriate, as their rebloom is very much more limited than that of the Sub-Zero Hybrid Teas, and is dependent upon environment; and yet a few blooms in August means more to many than a hundred in June.

WE are glad to have your inquiry or report.

## BROWNELL ROSES

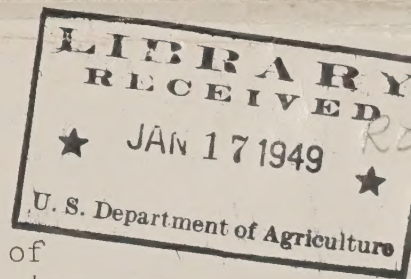
LITTLE COMPTON, RHODE ISLAND

You can count on this new sturdier Race of everblooming Roses doing better than the more tender sorts.

It is best to order now, as there will be a shortage later.

Sincerely,

Walter D. Brownell



# A NEW RACE

*of Hardiness Previously Unknown in*

## HYBRID TEA ROSES



**CURLY PINK**  
Everblooming  
Sub-Zero  
Hybrid Tea

**RED DUCHESS**  
Everblooming  
Sub-Zero  
Hybrid Tea

**BREAK  
O' DAY**  
Everblooming  
Sub Zero  
Hybrid Tea



**TREE STANDARD**  
Everblooming Sub-Zero Hybrid Tea  
Exposed Unprotected to 17° Below Zero



**"V for VICTORY"**—Everblooming Sub-Zero Hybrid Tea



**PINK PRINCESS**  
Everblooming  
Sub-Zero  
Hybrid Tea

**NEW  
Hardy  
Everblooming  
Climber  
BREAK O' DAY**

**ORANGE  
EVERGLOW**  
Hardy  
Everblooming  
Climber

# BROWNELL Rose Bushes

- They are more vigorous.
- They can live many times as long.
- They are easier to grow.
- The flowers are large.
- They bloom more abundantly and more constantly.
- Their size, form and color compare with the best.

## WHY?

Because they are bred back to hardy species.



VELVETIER  
Everblooming Sub-Zero  
Hybrid Tea



SHADES OF AUTUMN  
Everblooming Sub-Zero Hybrid Tea

## Save REPLACEMENT EXPENSE

If you love Roses you would enjoy reading hundreds of letters from nurserymen and gardeners who have praised the winter resistance or long plant life, constancy of the large blooms, or supreme beauty of this new RACE OF HYBRID TEAS.



Mrs. Arthur Curtis James  
The GOLDEN CLIMBER



GOLDEN GLOW—Hardy Climber

PERHAPS . . .

you are one of thousands told by a grower of them what they are.

ORDER NOW

We have never had enough.

ANNE  
VANDERBILT  
Everblooming  
Sub-Zero  
Hybrid Tea



COPPER  
GLOW  
Hardy  
Climber

# BROWNELL ROSE BUSHES

EASY TO GROW—LONG TO LIVE—SAVE REPLACEMENT EXPENSE

Hybridized and Grown in Little Compton, Rhode Island

Two-Year-Old

Budded on Rosa Multiflora

Plants purchased of the hybridizers, at retail, that fail within two years Replaced Free.

This applies to Tree Roses exposed down to 15° below.

## SUB-ZERO HYBRID TEAS

A new race from hardier Species that can bloom all summer, with the best of fragrant flowers, more free and constantly, of greater sturdiness and vigor, to live many times as long even after sub-zero winters.

**ANNE VANDERBILT.** Exquisite coppery orange, informal, semi-double, very brilliant, fragrant, constantly in color.

**BREAK O' DAY.** Orange to apricot, large, very double flowers, very vigorous, free bloomer, delightfully inspiring.

**CEDRIC ADAMS.** The eminent radio commentator, lover of people and Roses, has placed his name on this most magnificent Rose. Out of thousands of candidates, Cedric Adams chose this sturdy, large and double scarlet to carmine Aristocrat of Rosedom to carry a beautiful Rose with his name to the rest of the Rose growers of the country.

**CREEPING EVERBLOOM\*.** Light crimson-red, very double, can be grown low, should be in every creeper planting.

**CURLY PINK.** Matchless in the combination of size and form of bloom, beauty of cluster, constancy, vigor and foliage, hardiness and performance. When established, many large, two-toned pink blossoms, in several stages form a gorgeous bouquet on a single stem.

**DICK WILCOX.** A magnificent deep red Rose that can grow two feet or more in height in one growing season, upwards of a hundred of the largest very double blooms, year upon year, even following the coldest of sub-zero winters. Named after the well known rosarian formerly of Minnesota University, who discovered Brownell Roses would winter in the cold Northwest.

**DOLLY DARLING.** Fluffy daintiness, delightfully blended with sunset shades of pink rayon, overlaid with the luster of deeper rose taffeta, to recall that ballroom gown of yester-year.

**EARLY MORN.** Large, dignified, double flowers of that pleasing light pastel pink.

**KING BOREAS.** Named for the Aurora Borealis, King of Minnesota Winter Sports, who loves his Roses when the long sub-zero nights are gone. Lemon-yellow, completely double, free, abundant bloomer; a beauty.

**LILY PONS.** White with pure yellow center, large, graceful flowers of indescribable delicacy; vigorous, free bloomer. Often a feature of gardens in the cold Northwest.

**No. 112. UNNAMED.** With large, double, deep red blooms, abundantly displayed in Hybrid Tea form and cluster, on sturdy bushes that cover the bed for decades with one of the most strikingly beautiful of all red Roses.

## HARDY CLIMBING ROSES

**APRICOT GLOW\*.** Coppery pink, double, in abundant clusters; a brilliant shade of delicate beauty.

**BROWNELL RAMBLER.** Large, clear yellow, very double flowers, singly and in clusters.

**CARPET OF GOLD\*.** One of the earliest to brighten the garden with waves of brilliant pure yellow.

**COPPER GLOW.** Deep coppery orange, delightful spicy fragrance; latest color sensation.

**CORAL CREEPER\*.** All the shades of ocean coral complementing other delightful rose tints.

**DR. BURT.** Clusters of reddish orange, very double, sweet, fragrant bloom clusters.

**ELEGANCE.** The largest of blooms in perfect form; pure yellow center shading to white; magnificent display.

**FREDERICK S. PECK\*.** Deep grenadin-pink with yellow center, semi-double; an aristocrat.

**GOLDEN CLIMBER** (Mrs. A. C. James). The supreme yellow Rose. Fragrant; ideal for picking; very long, stiff stems.

**GOLDEN GLOW\*.** This is the spectrum-yellow, fragrant, abundant mass color display, of which the N. Y. World's Fair management planted 200, named the area "Rose Court" and they were proud of the display.

**OLD-FASHIONED RED.** Born from the Roses of "Grandmother's" garden, with that same fragrance, full doubleness, bearing constant bloom and fond memories of by-gone days.

**PINK PRINCESS.** Bud red, flowers deep pink, famous as the first Hybrid Tea free from premature defoliation.

**QUEEN O' THE LAKES.** Named for the Queen of Minnesota's Aquatic Sports. No Diving Beauty could show greater fullness of grace, brilliance and elegance of form, or color more beautiful than this charming crimson queen of flowers.

**RED DUCHESS.** Over the thirty years of hybridizing, never had we hoped to produce a Rose like this. Such captivating fragrance. Such a shade of rose-red. Such colorful, persistent foliage. Such a robust and sturdy sub-zero plant. While nearly all Brownell Roses are pleasingly fragrant, the magic of sunshine on these petals issues a new fragrance incomparably alluring in spicy sweetness and charm. One whiff is an experience to be remembered.

**RED ROBIN.** Red tending toward vermilion; very sturdy bush that literally glitters.

**SHADES OF AUTUMN.** An abundant and joyous expression of bi-colored beauty. Many have reported that this beautiful red, yellow and blush flower is gorgeously outstanding.

**STARGOLD.** A most perfect yellow Rose, in abundance at Rose time, with limited rebloom.

**TIP TOES.** Delightful mixture of red, orange and pink tints, with enjoyable sweet spicelike fragrance.

**TOMKINS RED.** Medium, semi-double flowers of that deep velvety red, so much admired, perpetually displayed.

**V FOR VICTORY.** Most beautiful, large, very double, yellow, fragrant Roses; constantly blooming. To numberless experts, there is no such long lasting loveliness in Rosa.

**VELVETIER.** Semi-double, frequently in clusters. Gorgeously impressive with its depths of dark red, velvety luster. Named by a multitude of visitors to our gardens, with the exclamation: "Oh! how velvety!"

**YELLOW CURLS.** Pure yellow, very double flowers, of all sizes, produced in unbelievable abundance, on a rapidly growing bush.

**GOLDEN ORANGE CLIMBER.** Yellow and orange; a unique crinkly flower for the connoisseur.

**GOLDEN PYRAMID.** Large cadmium-yellow blooms. Most vigorous of all climbers.

**HARVEST GLOW.** Many gracefully formal petals, yellow outside, deep pink within.

**LITTLE COMPTON CREEPER\*.** Nature's own deep wild rose-pink, large single, in clusters.

**MAGIC CARPET\*.** Large, double flowers, orientally patterned in mystic color designs, most prominent colors are yellow and orange shades.

**ORANGE EVERGLOW.** Heralded hardy everblooming climber; featuring progress, beauty, fragrance and vigor; color dazzling coppery orange. The first of a series of Everblooming Climbers to be introduced by the Brownells. \$2.00 each; \$24.00 per doz.

**CL. BREAK O' DAY.** Very vigorous, everblooming climbing sport of "Break o' Day;" a very nice climber. \$2.00 each; \$24.00 per doz.

**PEARLY WHITE.** Gracefully petaled, semi-double, large all-white Rose; we like it very much.

**PEGGY ANN LANDON.** Strong, double, sunflower-orange buds, opening yellow; early bloomer.

**WHITE GOLD.** A most gracefully formed, large, double, nearly white climber.

(\*) Also creepers suitable for ground cover, over walls, fences, arbors, etc.

**PRICES:** All types, except as noted, \$1.75 each; 3 for \$5.00; \$18.00 per doz. Extra large size plants, all varieties, each 50c and \$1.00 extra. Tree standards topped with any Sub-Zero Hybrid Tea, \$7.50 each.

## BROWNELL ROSES

LITTLE COMPTON, RHODE ISLAND

BROWNELL ROSE RESEARCH GARDENS  
LITTLE COMPTON, RHODE ISLAND

August 20, 1949

Library  
U. S. Dept. of Agriculture  
Washington 25, D. C.

Gentlemen:

A lady gardener from Waltham, Massachusetts, told us the other day that an out of town Nurseryman "talked her into buying two tender roses at \$1.00 each when she asked for two Brownell Roses." She later became disappointed.

This happens as we know, very often and are glad that it does; for nothing can do more to create customers for the sturdier race of Sub Zero Hybrid Teas, than to learn of the limitations of the more tender sorts.

Where would gardeners recognize sturdier Roses better than in Canada -

A report:- We had a splendid sale of the four varieties in color on the back of our catalog. Brownell Roses are getting known better and in better demand each year. Without a doubt they are hardier, give more bloom and are stronger growers. This from a leading Canadian Nurseryman.

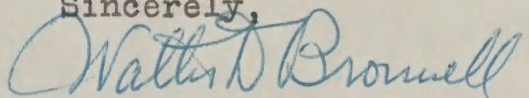
Strange to say we do not seek more retail customers for ourselves, because more dealers can better distribute Brownell Roses; and the enclosed list suggests how they are constantly increasing; and that list is by no means all.

It is a problem to handle roses and give customer satisfaction unless you also carry Brownell Roses.

Our six new Red Sub Zero Hybrid Teas are already the favorites of many, the blooms are large most of them very double and they are said to hold a brilliant red color without blueing.

If you have not yet ordered, better send your list now. We will not have enough later.

Sincerely,



Walter D. Brownell

August 20, 1949

Library  
U. S. Dept. of Agriculture  
Washington 25, D. C.

Dear Sir:

A lady gardener from Waltham, Massachusetts, told me the other day that she had a "Bromeliad" which she had been buying for several years at \$1.00 each when she asked for two Bromeliad plants. The lady became disappointed.

This happened as we have, very often and one day that it cost; the lady had to pay for the plants for the garden of her home. She had to pay for the plants of the same kind.

There were 2 gardens together with the plants better than in Canada.

A report: - It had a splendid sale of the four varieties in order on the back of our catalog. Bromeliad plants are being known and in the garden and each year. With many others in the list, give me a list and are always present. This time a leading Canadian nurseryman.

It was the first time we had ever received any letters for our nursery, because many letters had been distributed from all over the world and that is the first time we had received any letters and that is the first time we had received any letters.

It is a problem to handle these and give customers the best of service and also keep the plants.

Our list has been sent to you and we are sorry to hear that it is not the best of service, the plants are the best of service and we are sorry to hear that it is not the best of service.

We are not yet ordered, better send your list have enough later.

Sincerely,

Walter D. Brownell

U. S. Department of Agriculture  
★ AUG 24 1949 ★

LIBRARY

BROWNELL ROSE RESEARCH GARDENS  
LITTLE COMPTON, RHODE ISLAND

January 15, 1949

Library, U. S. Department  
of Agriculture  
Washington, 25, D. C.

Gentlemen:

There is just one matter that I would like to take up with you that is well worth while.

Did you attend the banquet at the American Nurserymen's Convention in Boston? If you did perhaps you met the genial Kim Andrews, who flew from Minnesota eight crates of his delicious new Raspberry. They came from one of the largest and finest Nurseries out in that section.

He wrote me the other day that the thermometer in November '47 dropped in 24 hours from 55 above zero to 10 below. It did over \$100,000. damage to Evergreens alone. Wouldn't that be some test for unprotected rose bushes?

That is what Mr. Andrews was doing; testing the Brownell Sub-Zeros, together with some of the better varieties of the other hybrid teas. This test was not for our benefit but because he wanted to know for himself.

Twenty seven of ours and twenty one others.

In the Spring following this sudden temperature change and after one of their very severe winters, at his Nursery in Faribault he writes, out of 21 regular hybrid teas, but four were alive, these were badly damaged and bloomed but little; then he states-

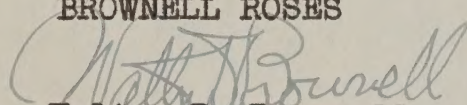
"Every plant of the Sub-Zero Roses came through 100%".

His only comment was - "You can see why we are so crazy about the new Sub-Zero Roses and why we are going all out for them".

If you write him for further particulars be sure and order some of those new Raspberries, they really are delicious; he can sell you ten or a million.

Sincerely,

BROWNELL ROSES

  
Walter D. Brownell



THE HOME GARDENER'S MAGAZINE

# Flower Grower

JANUARY 1949

25 CENTS



# BROWNELL ROSES

## A New Race of Sub-Zero Hybrid Teas *Everblooming*

Their superior sturdiness can carry them through dozens of cold winters and hot summers. 25 beautiful varieties.

**WHY?** Because they are bred back to hardy Species. They bloom more and can live for decades. In size and beauty they compare with the best. The plants grow larger each year. They cost no more. None more gorgeous.

### *Save replacement expense.*

If where you live Roses can bloom, then no matter how cold your winters, year after year, you can enjoy their abundant blooms, their superior foliage and the long lasting quality of their gorgeous fragrant flowers.

Best to order now; they sell out early.

Their popularity is rapidly increasing in Canada and in the United States even in the South.

BROWNELL ROSES  
Little Compton, R. I.  
VAUGHAN'S SEED STORE  
10 W. Randolph, Chicago, Ill.  
TOTTY'S  
Central Ave., Madison, N. J.  
KELSEY NURSERY  
50 Church St., New York  
MISSION GARDENS  
Techny, Ill.  
POUNDRIDGE NURSERIES  
Poundridge, N. Y.  
E. O. NORD & SONS  
Denver 7, Colo.  
JOHN A. SALZER SEED CO.  
La Crosse, Wisc.  
R. L. GOULD & CO.  
500 Jackson, St. Paul, Minn.  
WESTOVER NURSERIES  
University City, Mo.  
MONTGOMERY WARD  
Chicago and other cities  
HALLA NURSERIES  
2636 Hennepin Ave., Minneapolis, Minn.

BUSH GARDENS  
Springfield, Mo.  
GURNEY SEED CO.  
Yankton, S. Dakota  
EARL E. MAY SEED CO.  
Shenandoah, Iowa  
SO. WILTON NURSERIES  
Wilton, Conn.  
WM. WEBBER NURSERIES  
Chappaqua, N. Y.  
G. H. WOOD NURSERIES  
Beaver Falls, Penn.  
GLEN TERRACE NURSERY  
Hampden, Conn.  
ROBERT HUTT NURSERIES  
Glastonbury, Conn.  
STUMP & WALTER CO.  
132 Church St., New York

NOVOTNY GARDENS  
Osage, Iowa  
LAWRENCE NURSERIES  
Cape Cod, Falmouth, Mass.  
TREE LAND  
Memorial Blvd., Cambridge, Mass.  
BLOOMINGDALES NURSERY DEPT.  
Philadelphia, Penn.  
WANAMAKER'S NURSERY DEPT.  
New York, New York  
MANCHESTER NURSERIES  
Manchester, Iowa

HENRY FIELD NURSERIES  
Shenandoah, Iowa  
MERRY HILL NURSERIES  
Plymouth, Mich.  
WEAVER BROS. NURSERY  
Wichita, Kans.  
ANDREWS' NURSERY  
Faribault, Minn.  
BASS PEONY FARM  
New Augusta, Ind.  
PICARD NURSERIES  
Marne, Mich.  
SCRIPTURE NURSERY  
Rome, N. Y.  
GERARD K. KLYN  
Mentor, Ohio



### CURLY PINK

Deep lustrous pink of 50 petals that recur in ideal Hybrid Tea size and form. It reblooms like a florabunda.

### CONSTANT GLORY OF YOUR GARDEN

### RED DUCHESS

A marvelous new red Rose with matchless foliage and delightful fragrance of the carnation.

*Send now for catalog  
with pictured list.*